Claims:

The following is a listing of the claims as originally filed:

1.   (Original) An apparatus for evaluating travel accommodations, comprising:

a hotel marketability index element operable to identify a plurality of hotel properties and to assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within a cluster location.

2.   (Original) The apparatus of Claim 1, wherein one or more of the characteristics associated with one or more of the hotel properties may be selected and weighted more than one or more of the other characteristics such that the hotel marketability index score is affected.

3.   (Original) The apparatus of Claim 1, wherein the hotel marketability index element is operable to collect external data associated with one or more of the hotel properties, the external data being used to assign the hotel marketability index score.

4.   (Original) The apparatus of Claim 1, wherein the cluster location is determined based on geographic longitude and latitude coordinates, and wherein the cluster location may be modified to account for a densely populated area associated with a selected cluster location.

5.   (Original) The apparatus of Claim 1, wherein the hotel quality if based on a star quality system provided by one or more reviewing entities.

6.   (Original) The apparatus of Claim 1, wherein the hotel marketability index element is provided on a web site that is operable to display one or more web pages to an end user that may use the hotel marketability index element in conjunction with navigating the web site.

7.   (Original) The apparatus of Claim 1, wherein data included in the hotel marketability index element may be modified by a system administrator.

8.   (Original) The apparatus of Claim 1, wherein data associated with the characteristics may be normalized in order to account for extraneous values included within the data.

9.   (Original) A method for evaluating travel accommodations, comprising:

        identifying a plurality of hotel properties; and

        assigning a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

10.   (Original) The method of Claim 9, further comprising:

        weighting one or more of the characteristics associated with one or more of the hotel properties more than one or more of the other characteristics such that the hotel marketability index score is affected.

11.   (Original) The method of Claim 9, further comprising:

        collecting external data associated with one or more of the hotel properties, the external data being used to assign the hotel marketability index score.

12.   (Original) The method of Claim 9, wherein the cluster location is determined based on geographic longitude and latitude coordinates, and wherein the cluster location may be modified to account for a densely populated area associated with a selected cluster location.

13.   (Original) The method of Claim 9, further comprising:

        providing a web site that is operable to display one or more web pages to an end user, the web pages including the hotel marketability index score.

14. (Original) The method of Claim 9, further comprising:

modifying data associated with the characteristics such that the data is mormalized in order to account for extraneous values included within the data.

15. (Original) A system for evaluating travel accommodations, comprising:

means for identifying a plurality of hotel properties; and

means for assigning a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

16. (Original) The system of Claim 15, further comprising:

means for weighting one or more of the characteristics associated with one or more of the hotel properties more than one or more of the other characteristics such that the hotel marketability index score is affected.

17. (Original) The system of Claim 15, further comprising:

means for collecting external data associated with one or more of the hotel properties, the external data being used to assign the hotel marketability index score.

18. (Original) The system of Claim 15, wherein the cluster location is determined based on geographic longitude and latitude coordinates, and wherein the cluster location may be modified to account for a densely populated area associated with a selected cluster location.

19. (Original) The system of Claim 15, further comprising:

means for providing a web site that is operable to display one or more web pages to an end user, the web pages including the hotel marketability index score.

20. (Original) The system of Claim 15, further comprising:

-4-

means for modifying data associated with the characteristics such that the data is mormalized in order to account for extraneous values included within the data.

21.   (Original) Software embodied in a computer readable medium, the medium comprising computer code such that when executed is operable to:

identify a plurality of hotel properties; and

assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

22.   (Original) The computer readable medium of Claim 21, wherein the code is further operable to:

weightone or more of the characteristics associated with one or more of the hotel properties more than one or more of the other characteristics such that the hotel marketability index score is affected.

23.   (Original) The computer readable medium of Claim 21, wherein the code is further operable to:

collect external data associated with one or more of the hotel properties, the external data being used to assign the hotel marketability index score.

24.   (Original) The computer readable medium of Claim 21, wherein the code is further operable to:

provide a web site that is operable to display one or more web pages to an end user, the web pages including the hotel marketability index score.

25.   (Original) The computer readable medium of Claim 21, wherein the code is further operable to:

modify data associated with the characteristics such that the data is mormalized in order to account for extraneous values included within the data.

26.   (Withdrawn) An apparatus for storing information about an end user, comprising:

an end user profile operable to store data associated with one or more travel characteristics of the end user, wherein the profile may be coupled to a hotel marketability index element that is operable to identify a plurality of hotel properties and to assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

27.   (Withdrawn) The apparatus of Claim 26, wherein one or more unsolicited communications associated with available lodging may be sent to the end user based on the profile of the end user and a likelihood of the end user being interested in the available lodging.

28.   (Withdrawn) The apparatus of Claim 26, wherein one or more coupons may be sent to the end user based on the profile of the end user, the coupons being associated with available lodgning and being offered in order to encourage a sales conversion of the available lodging.

29.   (Withdrawn) The apparatus of Claim 26, wherein the end user is provided an opportunity to modify the profile such that the data associated with one or more travel characteristics of the end user can be changed.

30.   (Withdrawn) A method for storing information about an end user, comprising:

storing data associated with one or more travel characteristics of an end user in a profile, wherein the profile may be coupled to a hotel marketability index element that is operable to identify a plurality of hotel properties and to assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

31.   (Withdrawn) The method of Claim 30, further comprising:

sending one or more unsolicited communications associated with available lodging to the end user based on the profile of the end user and a likelihood of the end user being interested in the available lodging.

32.   (Withdrawn) The method of Claim 30, further comprising:

sending one or more coupons to the end user based on the profile of the end user, the coupons being associated with available lodging and being offered in order to encourage a sales conversion of the available lodging.

33.   (Withdrawn) An apparatus for storing information about an entity, comprising:

an entity profile operable to store data associated with one or more locations associated with the entity, wherein the profile may be coupled to a hotel marketability index element that is operable to identify a plurality of hotel properties and to assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

34.   (Withdrawn) The apparatus of claim 33, wherein one or more unsolicited communications associated with the hotel marketability index score may be sent to the entity based on a change in lodging characteristics of locations associated with the entity.

35.   (Withdrawn) The apparatus of Claim 33, wherein the entity may access the profile in order to view its hotel marketability index score and one or more of the characteristics associated with one or more of the hotel properties.

36.   (Withdrawn) The apparatus of Claim 33, wherein a report may be generated and provided to the entity, the report reflecting performance data associated with the hotel marketability index score and being operable to offer feedback to the entity that may be used in order to raise their hotel marketability index score.

37.   (Withdrawn) A method for storing information about an entity, comprising:

storing an entity profile that is operable to store data associated with one or more locations associated with the entity, wherein the profile may be coupled to a hotel marketability index element that is operable to identify a plurality of hotel properties and to assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

38.   (Withdrawn) The method of Claim 37, further comprising:

sending one or more unsolicited communications associated with the hotel marketability index score to the entity based on a change in one or more lodging characteristics associated with one or more of the locations.

39.   (Withdrawn) The method of Claim 37, further comprising:

providing access to the entity for the profile such that the entity may view its hotel marketability index score and one or more of the characteristics associated with one or more of the hotel properties.

40.   (Withdrawn) The method of Claim 37, further comprising:

generating a report; and

providing the report to the entity, the report reflecting performance data associated with the hotel marketability index score and being operable to offer feedback to the entity that may be used in order to raise their hotel marketability index score.